

Groton Community Survey

Prepared by:
The Center for Research & Public Policy



- The Groton Public Schools seeks professional, experienced, independent and objective research support as it collects public input on awareness, knowledge of, perceptions of and support/opposition to efforts at school system solutions.
- Importantly, CRPP will provide public input on reasons for support/opposition to various reconfigurations or plans for the schools and student redistricting. This input will help guide planners as they seek consensus in meeting the needs of the community regarding their schools.
- CRPP is uniquely qualified to support GPS efforts. CRPP, since 1979, has conducted hundreds of research studies on behalf of education planners from municipalities to colleges/universities as well as state education agencies.
- A 400 sample 10-15 minute survey among registered voters.

The Scope

“Thank you for what you have done for us. It is incredible the influence good data can have on a policy movement. I hope I am not being too optimistic, but I am sensing some energy, finally, to get something done to fix our schools.”

*Frank Perotti
Superintendent of Schools
Rutland Windsor Supervisory Union
Ludlow, Vermont*

Public Input in the Planning Process

School Systems in CT: Fairfield, New Milford,
Torrington, Harwinton

Nationally: Houston ISD, Ludlow, VT, Ottawa,
Harlem, NY

Others: Puerto Rico Statehood
Jackson Gore, VT
Mount Crested Butte, CO
Exeter, NH
Aberdeen, NJ

Public Opinion Research

Public input in the planning process valued;
Successful design;
Messaging that resonates;
Profiling likely supporter / opponent;
ID misperceptions / confusion;
ID opposition / support (reasons);
Projections; and
Public relations.

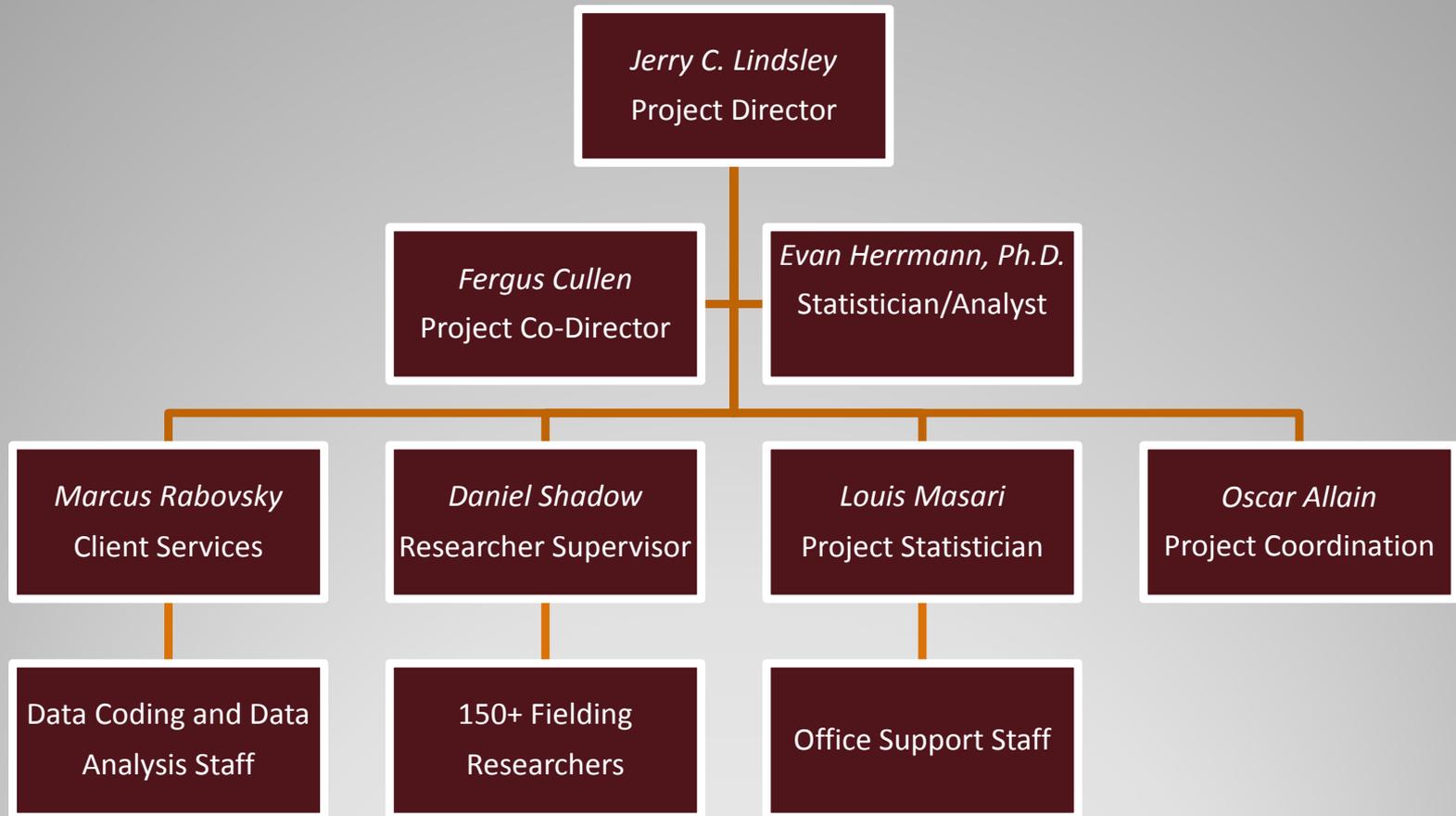
The Benefits

The Center for Research & Public Policy

The Center for Research & Public Policy (CRPP) is a national research organization working within six disciplines – market, social and public policy research as well as public opinion, political and direct democracy polling. The firm, established in 1979, has worked in all 50 states, Puerto Rico and in Europe. View more about CRPP at:

www.crpp.com

Your Partner: CRPP



Your Partner



Your Partner

Project Initiation Meeting
Maintaining Communication
Survey Design
Sample Design
Staff Training
Computer Programming
Pre-test

Methodology Review

Full-scale Fielding
Quality Control
Data Analysis
Analysis
Report Writing
Presentation of Results

Methodology Review

- **Screener: Voter, 18 years of age and older, resident**
- **Awareness of current school issues;**
- **Knowledge of current / past school issues;**
- **Interest in current school issues;**
- **Awareness of each option;**
- **Perceptions of each option (support/oppose & reasons);**
- **Preferred option with associated tax implication;**
- **Likelihood to vote in a referendum;**
- **Likelihood to support / oppose preferred option; and**
- **Explore tax implications deeper.**

- **Demographics**

- **Community**
- **Age**
- **Education**
- **Parent of child in Groton public schools?**
- **Income**
- **Gender (by observation)**

Areas for Investigation